



AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1. (Currently Amended) A computer-implemented method of inducing a purchaser to visit a ~~store~~ retail outlet at a remote location upon the purchase of a product from a supplier to pick up ~~or to return~~ the product, the method comprising the steps of:

a) ~~evaluating using a computer at least one retail outlet as a remote location, wherein each outlet may provide at least one benefit to the purchaser; and wherein the at least one benefit to the purchaser is one from the group consisting of a reduction in shipping cost, in-store credit provided by the retail outlet or discount coupons provided by the retail outlet, wherein the in-store credit is not for the return of a product but is used to induce a purchaser to visit a particular retail outlet;~~

b) ~~selecting using a computer at least one of those remote locations as suitable to the purchaser;~~

c) ~~identifying using a computer to the purchaser at least one of the retail outlets and at least one associated benefit for pick up or return of the primary product; and~~

d) ~~permitting the purchaser to select an outlet from those identified to pick up or return the primary product~~

a) identifying to the purchaser, through a computer, at least one benefit to the purchaser offered by each of at least two retail outlets to induce the purchaser to visit one of those retail outlets, wherein the at least one benefit from each of the retail outlets is customized based upon information about the purchaser provided prior to pick up of the product, wherein the at least one benefit to the purchaser is one from the group consisting of a reduction in shipping cost for the product, in-store credit provided by the retail outlet and discount coupons provided by the retail outlet, wherein the product must be shipped pursuant to a purchase by the purchaser and wherein the product is supplied from a supplier unrelated by ownership to the retail outlet;
and

b) permitting the purchaser to select one of those retail outlets for product pickup based upon the customized benefits offered by the retail outlet to that purchaser.

2. (Currently Amended) The method according to claim 1 further comprising the step of arranging for the purchaser to pick up ~~or return~~ the product at the selected outlet.

3. (Cancelled) ~~The method according to claim 1 wherein one benefit to the purchaser is reduced shipping cost.~~

4. (Currently Amended) The method according to claim ~~3~~ 1 wherein the reduced shipping cost is calculated based upon marketing variables.

5. (Currently Amended) The method according to claim 4 wherein the marketing variables are comprised of at least one from the group of purchaser name, product purchased, store location, purchaser location, time of product pick up ~~or return~~, identity of supplier and history of purchaser's buying in similar prior transactions.

6. (Currently Amended) The method according to claim 1 wherein the group of benefits further includes steps of evaluating at least one retail outlet further comprises providing to the purchaser at least one from the group of benefits of:

- a) the opportunity for the purchaser to inspect the product before it is picked up;
- b) the opportunity for the purchaser to delay payment until actually receiving the product;
- c) the opportunity for the purchaser to withhold payment if the product is not acceptable;
- d) the option for the purchaser to select an outlet at which to pick up the product;

- e) the opportunity to select the most convenient remote location in which to pick up ~~or return~~ a product from among a plurality of outlets;
- f) the opportunity to use a remote location for package pick up or delivery; and
- g) the opportunity to reduce the cost to ship the product in exchange for a guaranteed purchase in the remote location.

7. (Currently Amended) The method according to claim ~~1~~ 4 wherein the a benefit to the purchaser is a reduction in shipping cost and such a reduction is based upon marketing variables comprised of at least one from the group of purchaser name, product purchased, store location, purchaser location, time of product pick up ~~or return~~, identity of supplier and history of purchaser's buying in similar prior transactions.

8. (Currently Amended) The method according to claim 1 wherein the a benefit to the purchaser is an in-store credit and such a credit is based upon marketing variables comprised of at least one from the group of purchaser name, product purchased, store location, purchaser location, time of product pick up ~~or return~~, identity of supplier and history of purchaser's buying in similar prior transactions.

9. (Currently Amended) A computer-implemented method of inducing a purchaser to visit a ~~store~~ retail outlet at a remote location upon the purchase of a product from a supplier to pick up ~~or to return~~ the product, the method comprising the steps of:

- a) identifying using a computer a plurality of remote locations as potential outlets;
- b) identifying to the purchaser, through a computer, at least one benefit to the purchaser offered by each of at least two retail outlets to induce the purchaser to visit one of those retail outlets, wherein the at least one benefit from each of the retail outlets is customized based upon information about the purchaser provided prior to pick up of the product, wherein the at least one benefit to the purchaser is one from the group consisting of a reduction in shipping

cost for the product, in-store credit provided by the retail outlet and discount coupons provided by the retail outlet, wherein the product must be shipped pursuant to a purchase by the purchaser and wherein the product is supplied from a supplier unrelated by ownership to the retail outlet; and

~~e) — evaluating each remote location relative to each purchaser benefit; and~~

~~cd) identifying to the purchaser one or more of the potential outlets and the correlation of the outlet to the benefits, thereby permitting the purchaser to select an outlet based upon one or more benefits; and~~

d) — permitting the purchaser to select one of those retail outlets for product pickup based upon the customized benefits offered by the retail outlet to that purchaser.

10. (Currently Amended) The method according to claim 9 further including the step of arranging for the purchaser to pick up ~~or return~~ the ~~primary~~ product at the selected outlet.

11. (Cancelled) ~~The method according to claim 9 wherein one benefit to the purchaser is reduced shipping cost.~~

12. (Currently Amended) The method according to claim ~~11~~ 9 wherein the reduced shipping cost is calculated based upon marketing variables.

13. (Currently Amended) The method according to claim 12 wherein the marketing variables are comprised of at least one from the group of purchaser name, product purchased, store location, purchaser location, time of product pick up ~~or return~~, identity of supplier and history of purchaser's buying in similar prior transactions.

14. (Currently Amended) The method according to claim 9 wherein the group of benefits to the purchaser may include ~~further includes~~ at least one from the group of benefits comprised of:

~~— a) — a reduction in shipping cost to the purchaser;~~

- ~~_____ b) _____ in-store credit or discount coupons;~~
- ae) the opportunity for the purchaser to inspect the product before it is picked up;
- bd) the opportunity for the purchaser to delay payment until actually receiving the product;
- ce) the opportunity for the purchaser to withhold payment if the product is not acceptable;
- dff) the option for the purchaser to select an outlet at which to pick up the product;
- eg) the opportunity to select the most convenient remote location in which to pick up ~~or return~~ a product from among a plurality of outlets;
- fh) the opportunity to use a remote location for package pick up or delivery; and
- gi) the opportunity to receive reduced shipping cost of the product in exchange for a guaranteed purchase in the remote location.

15. (Currently Amended) The method according to claim 9 wherein ~~a benefit to the purchaser is a~~ the reduction in shipping cost ~~and such a reduction~~ is based upon marketing variables comprised of at least one from the group of purchaser name, product purchased, store location, purchaser location, time of product pick up ~~or return~~, identity of supplier and history of purchaser's buying in similar prior transactions.

16. (Currently Amended) The method according to claim 9 wherein ~~a benefit to the purchaser is an~~ the in-store credit ~~and such a credit~~ is based upon marketing variables comprised of at least one from the group of purchaser name, product purchased, store location, purchaser location, time of product pick up ~~or return~~, identity of supplier and history of purchaser's buying in similar prior transactions.

17. (Currently Amended) A computer-implemented method of inducing a purchaser to visit a ~~store~~ retail outlet at a remote location ~~upon the purchase of a product from a supplier to pick up or to return the~~ a purchased product, the method comprising the steps of:

a) identifying using a computer a plurality of ~~remote locations~~ retail outlets as potential ~~outlets~~ product pick up locations;

b) identifying using a computer a plurality of purchaser benefits that may be desired by a purchaser for selecting an outlet;

c) identifying, through a computer, at least one benefit to the purchaser offered by each of at least two retail outlets to induce the purchaser to visit one of those retail outlets, wherein the at least one benefit from each of the retail outlets is customized based upon information about the purchaser provided prior to pick up of the product, wherein the at least one benefit to the purchaser is one from the group consisting of a reduction in shipping cost for the product, in-store credit provided by the retail outlet and discount coupons provided by the retail outlet, wherein the product must be shipped pursuant to a purchase by the purchaser and wherein the product is supplied from a supplier unrelated by ownership to the retail outlet;

d) evaluating using a computer each remote location relative to each purchaser benefit;

e) identifying using a computer a plurality of benefits to an outlet that may be desired by an outlet serving the purchaser;

f) evaluating using a computer each purchaser benefit relative to each outlet benefit;

g) selecting using a computer one or more remote locations based upon a combination of purchaser benefits and outlet benefits;

h) assigning using a computer a weight to each purchaser benefit and each outlet benefit; ~~and~~

i) identifying such selected locations to the purchaser; and

j) permitting the purchaser to select one of those retail outlets for product pickup based upon the customized benefits offered by the retail outlet to that purchaser.

18. (Currently Amended) The method according to claim 17 further including the step of arranging for the purchaser to pick up ~~or return~~ the product at the selected outlet.

19. (Cancelled) ~~The method according to claim 17 wherein one benefit to the purchaser is reduced shipping cost.~~

20. (Currently Amended) The method according to claim ~~19~~ 17 wherein the reduced shipping cost is calculated based upon marketing variables.

21. (Currently Amended))The method according to claim 20 wherein the marketing variables are comprised of at least one from the group of purchaser name, product purchased, store location, purchaser location, time of product pick up ~~or return~~, identity of supplier and history of purchaser's buying in similar prior transactions.

22. (Currently Amended) The method according to claim 17 wherein the benefits to the purchaser ~~may include~~ further including at least one from the group of benefits comprised of:

- ~~a)~~ ~~a reduction in shipping cost;~~
- ~~b)~~ ~~in-store credit or discount coupons;~~
- ae) the opportunity for the purchaser to inspect the product before it is picked up;
- be) the opportunity for the purchaser to delay payment until actually receiving the product;
- ce) the opportunity for the purchaser to withhold payment if the product is not acceptable;
- df) the option for the purchaser to select an outlet at which to pick up the product; ~~and~~
- eg) the opportunity to select the most convenient remote location in which to pick up ~~or return~~ a product from among a plurality of outlets;

- fh) the opportunity to use a remote location for package pick up or delivery; and
- gi) the opportunity to receive reduced shipping cost of the product in exchange for a guaranteed purchase in the remote location.

23. (Currently Amended) The method according to claim 17 wherein ~~a benefit to the purchaser is a~~ the reduction in shipping costs and such a reduction is based upon marketing variables comprised of at least one from the group of purchaser name, product purchased, store location, purchaser location, time of product pick up ~~or return~~, identity of supplier and history of purchaser's buying in similar prior transactions.

24. (Currently Amended) The method according to claim 17 wherein ~~a benefit to the purchaser is an~~ the in-store credit in-store credit and such a credit is based upon marketing variables comprised of at least one from the group of purchaser name, product purchased, store location, purchaser location, time of product pick up ~~or return~~, identity of supplier and history of purchaser's buying in similar prior transactions.

25. (Currently Amended) The method according to claim 17 wherein the step of selecting one or more remote locations as outlets is comprised of assigning a weight to each purchaser benefit and to each outlet benefit and selecting only those outlets which meet ~~a~~ pre-specified weighing criteria.

26. (Currently Amended) A computer-implemented method of inducing a retail outlet to act as remote location for product pick up ~~or return~~ by a purchaser, comprising the steps of:

a) ~~evaluating using a computer at least one retail outlet as a remote location, wherein each outlet may provide at least one benefit to the purchaser;~~ identifying to the purchaser, through a computer, at least one benefit to the purchaser offered by each of at least two retail outlets to induce the purchaser to visit one of those retail outlets, wherein the at least one benefit from each of the retail outlets is customized based upon information about the

purchaser provided prior to pick up of the product, wherein the product must be shipped pursuant to a purchase by the purchaser and wherein the product is supplied from a supplier unrelated by ownership to the retail outlet;

b) selecting using a computer at least one of those remote locations as suitable to the purchaser;

~~e) identifying using a computer to the purchaser at least one of the retail outlets and at least one associated benefit for pick up or return of the primary product;~~

~~cd) permitting the purchaser to select an outlet from those identified to pick up or return the product~~ permitting the purchaser to select one of those retail outlets for product pickup based upon the customized benefits offered by the retail outlet to that purchaser;

~~de) assembling using a computer a purchaser profile based upon information about the purchaser; and~~

~~eg) providing some or all of the information in the purchaser profile to the~~ selected retail outlet for direct marketing by the retail outlet to the purchaser.

27. (Original) The method according to claim 26 wherein the step of assembling the purchaser profile is performed by extracting information provided by the purchaser, wherein such information is necessary for processing the purchase order and for delivery of the product to a retail outlet.

28. (Currently Amended) The method according to claim ~~27~~ 26 wherein the step of assembling the purchaser profile is performed by extracting information provided by the purchaser, wherein such information is beyond that necessary for processing the purchase order and for delivery of the product to a retail outlet.

29. (Original) The method according to claim 26 further including the step of direct marketing to the purchaser based upon information in the purchaser profile.

30. (Original) The method according to claim 29 wherein the direct marketing may be provided before, during or after the purchaser visits the selected retail outlet.

31. (Original) The method according to claim 30 wherein the direct marketing is comprised of providing to the purchaser at least one benefit from the group consisting of coupons, in-store credit and reduced cost for shipping.

32. (Currently Amended) The method according to claim 26 wherein one benefit to the purchaser is reduced shipping cost ~~after the purchaser has selected a retail outlet.~~

33. (Original) The method according to claim 32 wherein the reduced shipping cost is calculated based upon marketing variables.

34. (Currently Amended) The method according to claim 33 wherein marketing variables are comprised of at least one from the group of purchaser name, product purchased, store location, purchaser location, time of product pick up ~~or return~~, identity of supplier and history of purchaser's buying in similar prior transactions.

35. (Currently Amended) The method according to claim 26 wherein a benefit to the purchaser is a reduction in shipping costs and such a reduction is based upon marketing variables comprised of at least one from the group of purchaser name, product purchased, store location, purchaser location and time of product pick up ~~or return~~.

36. (Currently Amended) The method according to claim 26 wherein a benefit to the purchaser is an in-store credit and such a credit is based upon marketing variables comprised of at least one from the group of purchaser name, product purchased, store location, purchaser location and time of product pick up ~~or return~~.

37. (Original) The method according to claim 26 further including the step of connecting marketing messages to the purchaser prior to, at the time of, or after product pick up.

38. (Previously Presented) The method according to claim 37 further including the basing the marketing messages upon information that is known by an administrator.

39. (Currently Amended) A computer-implemented method of direct marketing to individuals visiting a store at a remote location for pick up ~~or return~~ of a pre-ordered product, comprising the steps of:

a) identifying to the purchaser, through a computer, at least one benefit to the purchaser offered by each of at least two retail outlets to induce the purchaser to visit one of those retail outlets, wherein the at least one benefit from each of the retail outlets is customized based upon information about the purchaser provided prior to pick up of the product, wherein the product must be shipped pursuant to a purchase by the purchaser and wherein the product is supplied from a supplier unrelated by ownership to the retail outlet;

b) permitting the purchaser to select one of those retail outlets for product pickup based upon the customized benefits offered by the retail outlet to that purchaser

ca) informing the store in advance ~~an individual~~ of the purchaser will be visiting the store;

db) receiving using a computer information about an individual providing to the retail outlet at least a portion of the information provided by the individual in the course of, or upon, selecting a store for product pick up but prior to the store visit ~~prior to the store visit wherein such information includes data independent of that collected by the store based upon prior customer behavior with that store;~~ and

ee) using this information to direct market to the ~~individual~~ purchaser before, during or after the store visit.

40. (Original) The method according to claim 39 wherein the direct marketing is comprised of providing at least one from the group of a reduction in shipping cost, in-store credit, customized advertisements and cross-selling opportunities.

41. (Original) The method according to claim 40 wherein the direct marketing is comprised of the step of providing a reduction in shipping cost based upon marketing variables.

42. (Currently Amended) The method according to claim 41 wherein the marketing variables are comprised of at least one from the group of purchaser name, product purchased, store location, purchaser location, time of product pick up ~~or return~~, identity of supplier and history of purchaser's buying in similar prior transactions.

43. (Original) The method according to claim 40 wherein the direct marketing is comprised of the step of providing in-store credit based upon marketing variables.

44. (Currently Amended) The method according to claim 43 wherein the marketing variables are comprised of at least one from the group of purchaser name, product purchased, store location, purchaser location, time of product pick up ~~or return~~, identity of supplier and history of purchaser's buying in similar prior transactions.

45. (Currently Amended) A method of direct marketing to individuals visiting a store at a remote location to send a product to another destination, comprising the steps of:

a) identifying to the purchaser, through a computer, at least one benefit to the purchaser offered by each of at least two retail outlets to induce the purchaser to visit one of those retail outlets, wherein the at least one benefit from each of the retail outlets is customized based upon information about the purchaser provided prior to pick up of the product, wherein the product is being shipped to an individual or original supplier of the product which is unrelated by ownership to the retail outlet;

ba) informing the store in advance an individual will be visiting the store;

cba) receiving using a computer information about the an individual, wherein at least some such information is provided by the individual in the course of or upon selecting a store for sending a product to another destination but prior to the store visit prior to the store visit

~~wherein such information includes data independent of that collected by the store based upon prior customer behavior with that store; and~~

~~deb)~~ using this information to direct market to the individual before, during or after the store visit.

46. (Original) The method according to claim 45 wherein the direct marketing is comprised of providing at least one from the group of a reduction in shipping cost, in-store credit, customized advertisements and cross-selling opportunities.

47. (Original) The method according to claim 46 wherein the direct marketing is comprised of the step of providing a reduction in shipping cost based upon marketing variables.

48. (Currently Amended) The method according to claim 38, wherein the step of basing the marketing message upon information that is known by an administrator comprises basing the marketing messages upon at least one from the identity of the purchaser and the time the purchaser will be traveling to a certain retail outlet to ~~pick up or~~ drop off a product.

49. (Previously Presented) The method according to claim 1, wherein the reduction in shipping cost is provided by the retail outlet to the purchaser.

50. (Currently Amended) The method according to claim 1, wherein the reduction in shipping cost is provided by ~~the~~ a carrier who will ship the product.

51. (New) The method according to claim 1, wherein the reduction in shipping cost is provided by the supplier of the product to be shipped.

52. (New) The method according to claim 1, wherein the at least one benefit provided by the retail outlet to a purchaser is calculated by pre-defined criteria provided in advance by the retail outlet to the administrator.

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53. (New) The method according to claim 1, wherein the at least one benefit provided by the retail outlet to a purchaser is determined by a query from the administrator to each retail outlet.